

ABSTRACT OF THE DISCLOSURE

A novel software application development aid comprises a web portal that provides aggregated and prioritized application issue data to ISVs in an ISV-specific and ISV-customizable manner so that the ISVs may improve their applications or correct errors therein and may know which application issues are causing the greatest reductions in customer satisfaction. So informed, the ISV may efficiently focus limited corrective resources on the most pressing problems. The application issue data sources for the ISV portal may include logo testing data, user crash report data, and other testing data.